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Fresno Co., Calif. Chamber of Commerce

... FACTS ...

About

Fresno County



California's Marvel

See
Map
in
Center
of
Book



Facts *about* Fresno County California's Marvel



INTRODUCTORY

The following description of Fresno County, as presented to the reader, is a conservative statement of its wonderful resources.

Nothing that cannot be verified is allowed on these pages, the Fresno County Chamber of Commerce believing that only truth stands, and the truth about Fresno County stands sufficiently, as a marvelous revelation.

“It is truly a wonderful story.”

Address THE CALIFORNIA STATE BOARD OF TRADE, SAN FRANCISCO, for FREE literature and information on California.

INTENDING *XX* VISITORS

from the East to Fresno City can book from any point by way of Los Angeles or San Francisco, with stop-over privileges.

Note—Don't Fail to Secure the Stop-over Privileges.

FRESNO COUNTY'S

geographical position is in the center of the great San Joaquin valley, and the county seat, Fresno City, is situated near the geographical center of the State of California, being about 200 miles south of San Francisco, 275 miles north of Los Angeles and 100 miles from the sea. The county comprises 3,600,000 acres, of which a large proportion is very fertile and thoroughly adapted to agriculture, viticulture, horticulture, stock, and dairy farming.

SOIL AND CLIMATE

The soil and climate of Fresno county present a wonderful variety, from the low rolling hills of the Coast Range on the west, through the fruitful valley, the river bottoms and uplands of the valley, to the summit of the high Sierras on the east, rising in the region of perpetual snow to an altitude of 13,000 feet. The eastern mountain regions are always cool, and in the hot season the traveler can, by a drive of eight to ten hours from Fresno City, reach their delightful shades.

✕ THE SEASONS

in Fresno county may be described as two, the dry season, extending from the middle of May to November 1st, and the wet season from November to March, with light spring rains in March, April and part of May. The average rainfall is 10 inches for the season. The average number of days of sunshine is 275 in the year. The average mean temperature is about 60 degrees. Men and teams may, with very few exceptions, work every day in the year. The atmosphere is dry, and the temperature at 110 degrees in Fresno county is not nearly as exhausting as in the East and South at 85 degrees. The nights are nearly always cool, insuring a good rest with splendid recuperative effect. No matter how hot the day, a man can work in the open without fear of sunstroke. There are no damaging hail or windstorms or floods to menace life or property.

THE HEALTH STANDARD

of Fresno county is high, the dry climate and peculiar conditions being conducive to a high health standard, and singularly enough, the hottest month of the year (July) is always the healthiest.



FRESNO IRRIGATING CANAL

PRODUCTIONS Owing to the unusual climatic and topographical conditions of Fresno county, few places on earth can, with equal success, raise the same immense variety of products for commercial purposes. Here are some of them: Cattle, horses, sheep, hogs, hides, wool, tallow, lumber, fire wood, wheat, barley, oats, rye, Indian corn, Egyptian corn, broom corn, oranges, lemons, olives, figs, deciduous fruits of all kinds, table grapes, raisin grapes, dried fruits, raisins, wine grapes, wines and brandies, butter, cheese, poultry, eggs, garden vegetables (all kinds), sweet and Irish potatoes, toma-

atoes, celery, all kinds of berries, honey, etc. The number of deciduous trees is nearly 94,000, and being yearly increased. The raisin and wine grape acreage is considerably over 90,000. Gold, copper and gypsum are extensively mined, and there is a large output of petroleum.

A WORD ON IRRIGATION

Providence has allotted for man's use entirely upon its system of artificial watering, called irrigation. The range of the splendid rivers carrying their immense volume from the great watersheds in the high Sierras is naturally limited, but Fresno county's system of main canals, aggregating over 300 miles, with a system of branch canals operating over 1000 miles, and a network of distributing canals of over 5000 miles in length, forms, with its inexhaustible water supply from the great glaciers and snow drifts of the high Sierras, a sure guarantee that in Fresno county

man's industry will never fail in the realization of handsome returns as its reward. The cost of irrigating Fresno county lands is only $62\frac{1}{2}$ cents per acre per annum.

Water is truly the greatest factor in causing the earth to produce the immense variety of products which a kind The productiveness of an arid region depends



PICKING SEASON IN A FRESNO VINEYARD

LAND VALUES are governed by their producing qualities, as well as nearness to or remoteness from the leading business centers.

Grazing lands, without irrigation	\$3 00 to \$10 00 per acre
Alfalfa lands, with irrigation	25 00 to 50 00 per acre
Truck farming lands, with irrigation	25 00 to 75 00 per acre
Orange and lemon lands, unimproved, with irrigation.	60 00 to 100 00 per acre
Vineyard land, unimproved, with irrigation	50 00 to 100 00 per acre
Orchard land, unimproved, with irrigation	50 00 to 100 00 per acre
Orchards, in full bearing, with irrigation.....	150 00 to 250 00 per acre
Vineyards, in full beaing, with irrigation	250 00 to 350 00 per acre

Lands can also be rented on reasonable terms. Splendid facilities and liberal treatment are held out to all desirable purchasers.

THE COMMERCIAL PRODUCTS of the county are varied, but the greatest is unquestionably the raisin, of which Fresno county is the greatest producing district in the world. Knowledge of the industry is very easily acquired, and any man of average intelligence can readily become a successful vineyardist and raisin producer. The making of raisins is a very simple process. The grapes when ripe are picked and laid on wooden trays placed between the vine rows. After a few days' exposure to the sun they are turned, exposing the other side. The curing process requires about two weeks. They are next placed in boxes for a week or two and then hauled to the packing house. The net value of the product is about \$2,500,000 annually. Cost of production per acre, about \$25; gross returns per acre, about \$125.

❖ ❖ ❖ WINE GRAPES

also form a profitable crop and are much more easily disposed of, as they are simply picked and carted to the winery without further handling. There is always a good demand for Fresno county wine grapes, because it has the reputation of growing the best sweet wine grapes in the United States. Net returns of wine grape vineyards run as high as \$140 per acre.

DECIDUOUS ORCHARDS

of all kinds thrive in Fresno county, all of them producing profitable crops. There are three ways of marketing this crop. They are shipped green, sold to the canneries for canning, or dried. In the drying process the fruit is cut in halves, the pits removed, and they are sun-dried much in the same way as raisins. These orchards frequently give returns as high as \$125 per acre. Varieties include apricots, peaches, nectarines, prunes, apples, quinces, etc.



A RESIDENCE ON A FRESNO COUNTY VINEYARD

ORANGES AND LEMONS

In Fresno County oranges are grown successfully wherever there is water, but the most successful orange lands are located in the eastern part of the county at the base of the foothills. The soil and climatic



PICKING ORANGES

conditions in this section are admittedly among the best to be found in any part of the State. The citrus fruits of this district have repeatedly taken prizes at district citrus and State fairs and International expositions. The advantages that Fresno claims are freedom from frost and certain conditions of soil that produce a superior fruit, but the chief advantage is that Fresno oranges ripen three to six weeks earlier than those of most other parts of the State, thus reaping the benefit of the early high prices in the Eastern markets. The future of orange culture in

Fresno county is particularly bright. This industry holds out extraordinary inducements to those who want to engage in it. Land, with water, at \$60 to \$100 per acre.

ALFALFA AND DAIRYING

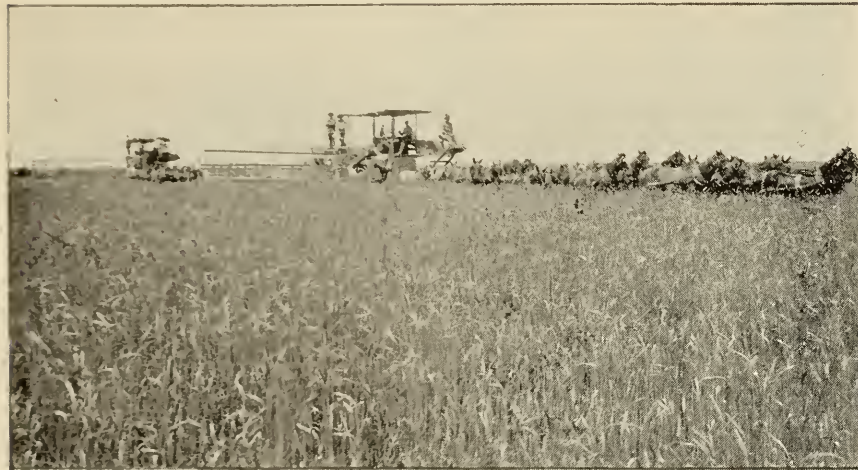
is showing the most wonderful development at present, as it gives quick, continued returns, and without doubt opens up the most attractive field for the man with slender capital. Alfalfa planted in the fall, or even in the early spring, will yield from a ton to a ton and a half per acre, and after first year as high as five crops, and there exists no better feed for cows. Very extensive creameries, with skimming stations are all over the county, where the farmers can sell their cream. Anyone familiar with dairying can make it a most profitable business and a splendid stepping stone to the still more lucrative business of the orchardist or the vineyardist. Take the average yearly return of one cow—for butter fat, \$55 to \$60; calf and skimmed milk, \$18 to \$20, equals \$75 to \$80. And you can add a little more for the value of the hogs you feed with the skimmed milk, and remember that this is raised on land carrying one and one-half cow to the acre, which can be purchased, with water right, at \$25 to \$50 per acre. Alfalfa hay is in good demand the year round. A careful investigation of this industry should be made by the man of small means.



ALFALFA IN FRESNO COUNTY

❧ ❧ CEREALS

are also extensively grown in Fresno county, which annually plants about 350,000 acres of wheat and barley. Indian corn, Egyptian corn and broom corn are also largely raised. In addition to the home consumption, the value of hay and grain exports from the county approximate \$1,000,000.



A COMBINED HARVESTER AT WORK

be successfully raised and speedily sold. Small fruits are also very profitable, many people making good livings, besides saving money, out of small holdings.

❧ ❧ WATERMELONS

are extensively raised, and on account of their superior flavor and early ripening are in great demand all over the Western States. The export value is \$180,000 per annum and is constantly increasing.

POULTRY AND EGGS are a splendid

help in paying the grocery bill of the small farmer, and there is a constant demand, as well as a good market for them. Eggs range in price from 10 cents to 40 cents per dozen. The average price of chickens is about \$4 per dozen.

THE TRUCK FARMER finds here

a good soil and a profitable field, where all kinds of vegetables can

❧ ❧ THE HONEY BEE is also a splendid assistant to the farmer as a producer. Some small farmers actually increase their incomes from one thousand to twenty-five hundred dollars a year from this source alone.

CATTLE, SHEEP ^{AND} HOGS form important industries in Fresno county. The ideal conditions of feed and climate makes this a favored spot for reaping handsome returns on your investment.

❧ ❧ ELECTRIC POWER in Fresno county is making rapid strides in its development. The San Joaquin Power Company has an immense power station on the San Joaquin river about thirty-five miles from Fresno City, which delivers power to this and surrounding counties. The company is at present putting in additions to this plant, which will immensely augment its power facilities, in order to keep pace with the extraordinary industrial development of the great San Joaquin valley.

ELECTRIC RAILROADS are rapidly belting Fresno City and county. There is a splendid car service all over the city, and running several miles out into the country. These lines are being constantly extended in all directions, and will have a great influence in the rapid development of this great county.

THE RAILROAD SERVICE of Fresno county is excellent, communication being provided by eight lines of railroad, including the great trans-continental lines of the Southern Pacific and Santa Fe railroads.

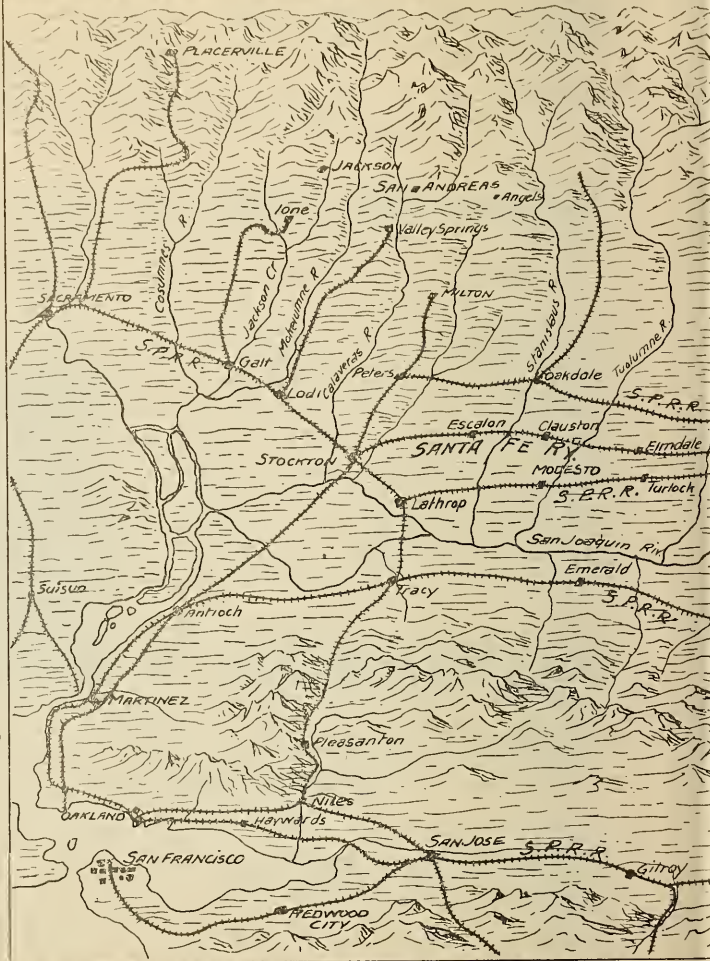
PACIFIC

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MAP OF CALIFORNIA

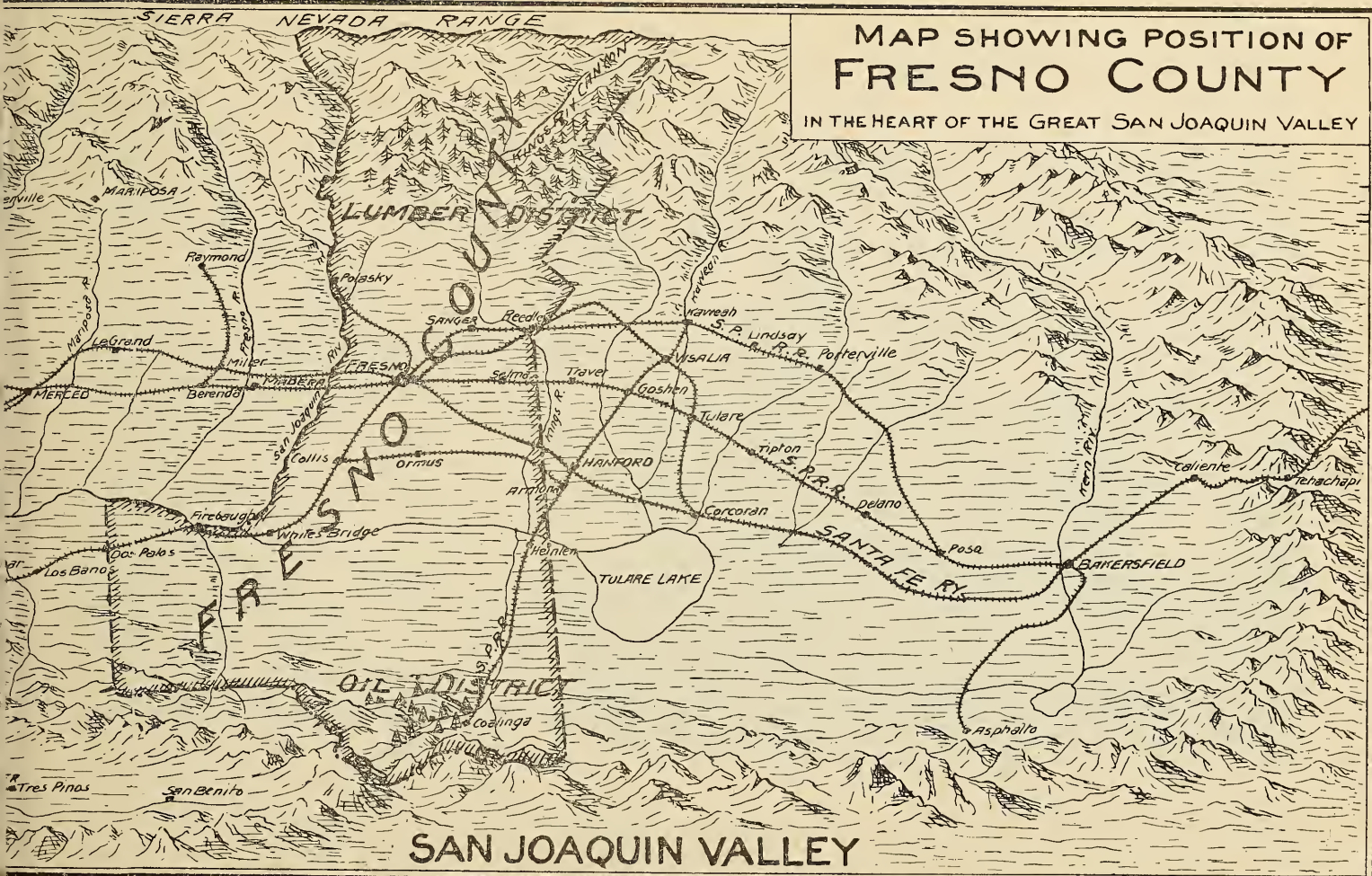
SHOWING POSITION
OF SAN FRANCISCO
FRESNO & LOS ANGELES
THATS

THE
PLACE
WHERE
FARMING
PAYS



MAP SHOWING POSITION OF FRESNO COUNTY

IN THE HEART OF THE GREAT SAN JOAQUIN VALLEY



SAN JOAQUIN VALLEY

AMONGST THE MANUFACTURING AND COMMERCIAL

enterprises of Fresno county may be mentioned the extensive packing houses, where the raisins and dried fruits are packed and prepared for shipment; also the immense seeding plants for extracting the raisin seeds. Altogether the enormous proportions of the fruit industry must be seen to be properly realized. There are also a large brewery, two large ice factories, creameries, agricultural implement works, machine shops, planing mills, box factories, brick works, flouring mills, etc.

❧ ❧ IN THE MOUNTAINS

in the eastern part of Fresno county almost every known mineral is found, but so far little has been done to develop her mineral wealth. In these mountains stand also the marvelous forests, from which Fresno county cuts her lumber supply for home use, as well as export, amounting to \$2,000,000 annually. Some of the trees from which this lumber is cut are the largest in the world, measuring over one hundred feet in circumference.

FRESNO COUNTY OIL FIELDS

Oil is destined to be a great factor in the industrial development of this county, which is a large producer of crude oil. The Coalinga district is one of the most important oil districts in the State, producing the best quality of oil found in California. With such a great supply of cheap fuel within her own borders, people will readily realize the promising future in store for Fresno county as a manufacturing center.

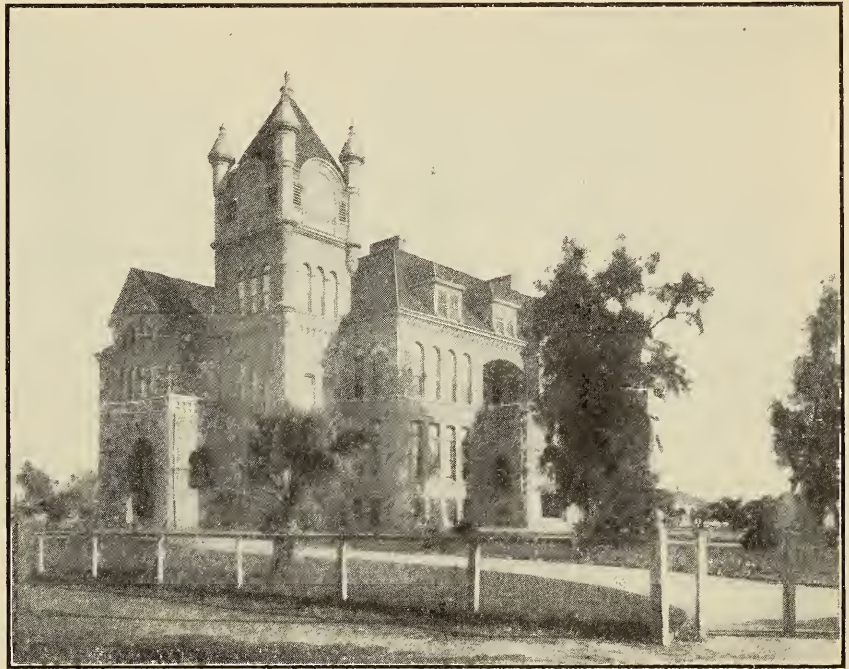


THE WINE INDUSTRY

of Fresno county deserves special mention, because its sweet wines are the finest in the United States. There are about twenty large wineries, with an annual output of \$1,500,000 worth of wine and about \$350,000 worth of brandy. This naturally creates a demand for wine grapes, and a ready cash return to farmers at fair prices.

THE PUBLIC SCHOOLS

of Fresno county stand in the front rank as educational institutions. The buildings are all modern, sanitary, handsome and well equipped, while the system of education is unexcelled. There are seven high schools in the county, two of which stand upon the accredited list of the State University, and pupils are graduated and prepared for the collegiate course. Number of school districts, 126; teachers employed, 266; number of pupils, 11,120. Fresno is also liberally supplied with institutions of the highest class for business, music and art studies.



FRESNO CITY HIGH SCHOOL

DEMAND FOR LABOR

There never was a time when so great a demand existed for labor of all kinds, both skilled and unskilled, the great growth of the county and increasing acreage of fruit crops demanding an increased force of laborers. Every man with a willing heart and a pair of good hands can get work in Fresno county.

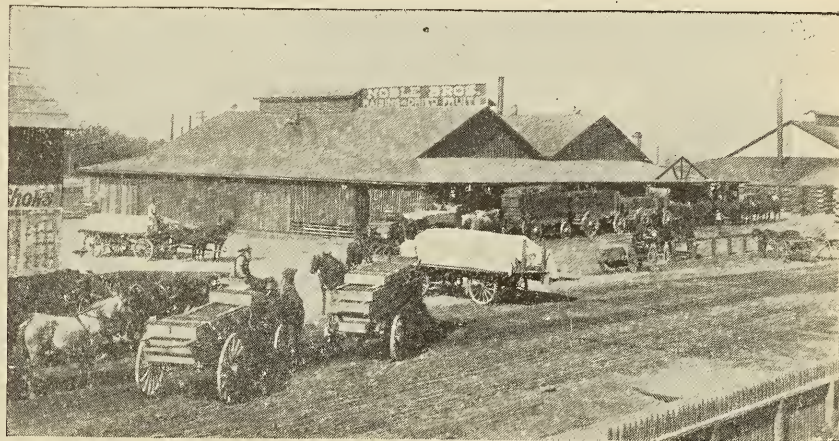


FRESNO COUNTY COURT HOUSE

CITY OF FRESNO stands third in shipping importance in California. It is the great natural distributing point of the middle and lower parts of the San Joaquin valley, and forms the commercial center of one of the richest and most productive districts in the wonderful State of California. She has five banks, representing a capital and surplus of over \$1,500,000, with deposits of over \$5,000,000.

Eight lines of railroads keep her in communication with the outside world, including two great transcontinental lines. She has also a splendid system of electric railroads,

which give a splendid city service and also extends for miles into the country. The city has a good sewerage system, well paved streets, cement sidewalks, a first-class fire department, postal, rural delivery, telephone service, gas and electric supply, a fine opera house, handsome churches, a new \$30,000 free library—the gift of Mr. Andrew Carnegie; a county court house costing over \$200,000, and in prospect a Federal building, for which Congress last session passed a bill appropriating \$100,000. Many of the business blocks are of high architectural design, and altogether the impression left upon the minds of her visitors are those of a prosperous, growing, enlightened and up-to-date community, with unlimited development before it in the utilization of its vast resources. That is the kind



SOME OF FRESNO'S PACKING HOUSES

of place we unhesitatingly ask our reader to place his confidence and his capital in.





FRUIT CUTTING AND DRYING

FRESNO COUNTY is favored with several other enterprising towns, all of them progressive and each more determined than the other to uphold the good name of Fresno county as a desirable place for the homeseeker and man of sterling purpose. They are:

SANGER A thriving town of nearly 2000 inhabitants, standing in the midst of a rich agricultural section. The Sanger Lumber Company, with extensive mills and yards covering sixty-five acres, is also situated here and gives employment to a large number of men. The town is also well supplied with all the accessories of a thoroughly live community—electric light, good stores, hotels, restaurants, creamery, newspaper, etc. The Sanger district is irrigated by a bountiful supply of water from three good irrigation systems.

REEDLEY is another of Fresno county's enterprising towns. Beautifully situated on the banks of the Kings river, it stands a living example of the resources of Fresno county, made possible by its wealth of water for irrigation, combined with land of marvelous richness. It has large merchandise stores, good hotels, extensive warehouses, newspaper, packing houses and wineries; has great educational facilities, and stands on the lines of the Santa Fe and Southern Pacific railroads. In view of its fortunate position, it promises a great future development.

SELMA is, next to Fresno City, the oldest and largest town in the county. Its commercial interests are large and varied, and it is situated in the heart of a prosperous and fertile district. Probably few, if any, districts in California could point to a greater number of people who have risen from a condition of moderate

means to actual opulence through their industry and the wonderful productiveness of the soil. Selma is up-to-date and enterprising, having splendid educational facilities, eight churches, and two weekly newspapers, It has also good stores, banks, hotels, light and power company, creamery, and packing houses, representing large investments of capital, and giving employment to many hundreds of people.



INTERIOR OF PACKING HOUSE

FOWLER is a thriving town about ten miles southeast of Fresno, it is a highly prosperous community, and is inhabited by a sterling class of people who would be a credit to any place. The surrounding country is rich in its producing qualities. Fowler supports five churches, each with a resident pastor, and its educational facilities are of the very highest order, both of

which facts speak well for the moral and intellectual standing of the people. Fowler is said to be the second largest shipping point for raisins in the United States, and with its large packing houses brings an easy market right to the growers of the district. Fowler has a free library and reading rooms and an enthusiastic improvement club, which extends its energies to the sanitary betterment of the town, and also to keeping

its avenues and drives in perfect condition. The largest olive oil works in the county are here, with a capacity of 15,000 gallons per season. Fowler, from its location, is very healthy, has an abundance of water, and offers exceptional inducements to the rancher and fruit grower.

LATON is the youngest town on Fresno county's map, but what it lacks in age it makes up in enterprise. Situated in the center of a fertile district, which is being rapidly settled through the breaking up of one of the old Spanish grants, it gives every evidence of a great growth in the near future. The locality is served by two great transcontinental lines, the Southern Pacific and the Santa Fe. Probably nowhere in Cali-

fornia has a man with moderate means a greater chance than he can find here.

CLOVIS is a rapidly growing town, and is the terminal of the forty-five-mile flume of the Fresno Flume and Irrigation Company, which brings from the mountains enormous quantities of lumber to be prepared here for the market. The



SHEEP IN A FRESNO COUNTY PASTURE

surrounding country is very fertile, producing large crops of deciduous fruits, also raisin and wine grapes, and the alfalfa grower is prosperous. The people are energetic and enterprising, and men of moderate means find this an attractive point.



A FRESNO COUNTY SCHOOL HOUSE

OTHER IMPORTANT and interesting points scattered throughout the county are Pollasky, Academy, Toll House, Pine Ridge, Parlier, Kearney Park, Del Rey, Tarpey, Kingsburg, Easton, Oleander and Lone Star, each of them forming the center of prosperous districts, representing various branches of industry, such as mining, stockraising or fruit growing, according to their locations.

THE GRANDEUR of Fresno county's mountain scenery, together with her fishing and hunting facilities, is unsurpassed. In many respects even the wonderful Yosemite Valley has to yield the point to the famous Kings River Canyon, one of Fresno county's natural wonders, and easily accessible by stage and trail.

If You Want a New Location in a Prosperous Place!

We recommend the claims of Fresno county to you

BECAUSE

Whether a man of moderate means or a man of wealth, you can be equally suited.

BECAUSE

The wonderful productiveness of the soil makes such a rapid accumulation of interest that nowhere else can you more quickly increase it.

BECAUSE

In few districts can you find the same unrivaled health conditions.

Fresno county settlers become Fresno county enthusiasts. You will be the same if you settle here.

BECAUSE

In Fresno county there are no bickerings and jealousies between localities. No matter in what part they reside, everyone speaks with enthusiastic pride of their great county and her possibilities. Come amongst us and you will be infected with the same spirit.

BECAUSE

The exigencies of climate rarely ever cause you to lose a day's work.

There are few disadvantages and many advantages, making life a pleasure.

BECAUSE

Thrift and industry are sure guarantees of wealth to the Fresno county farmer.

BECAUSE

No matter how hot the day, the nights are cool, bringing comfortable rest and recuperation for the coming day's work.

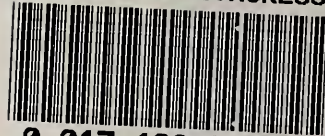
BECAUSE

The land is as fertile as any in the State, while the cost of irrigating is cheaper than in almost any other part of the United States.



DAIRY SCENE IN FRESNO COUNTY

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